

**United States
Department of Agriculture**

**Forest
Service**

**Cooperative
Forest Fire
Prevention
Program**

1991

SMOKEY BEAR GUIDELINES

HISTORY

The guardian of our forest has been a part of the American scene for so many years it is hard for most of us to remember when he first appeared. Dressed in a ranger's hat, belted blue jeans and carrying a shovel, he has been the recognized forest fire prevention symbol for 45 years. Today, Smokey Bear is a highly recognized advertising symbol and is protected by Federal law. (PL82-359, as amended by PL 92-318). He even has his own private zip code.

To understand how Smokey Bear became associated with forest fire prevention, we must go back to World War II. On December 7, 1941, Japanese planes attacked Pearl Harbor. The following spring, in 1942, a Japanese submarine surfaced near the coast of Southern California and fired a salvo of shells that exploded on an oil field near Santa Barbara, very close to the Los Padres National Forest. Americans throughout the country were shocked by the news the war has now been brought directly to the American mainland. There was also fear that the enemy incendiary shells, exploding in the timber stands off the Pacific Coast, could easily set off numerous raging forest fires in addition to those already being caused by people. Protection of these forests from uncontrolled fire became a matter of national importance, and a new idea was born. If people could be urged to be more careful, perhaps some of the fires could be prevented.

Forest fires caused by people were nothing new. For many years, the Nation had known that forest fires presented a serious threat. As early as 1902, there was a standard General Land Office forest fire warning poster that gave some guidelines for keeping fires under control. In 1939, a poster showing a forest ranger who looked like Uncle Sam pointing to a raging forest fire stated "Your Forest-Your Fault-Your loss".

Statistics showed that nine out of ten of the fires were person-caused and, thus, preventable. With this in mind, in 1939 the Forest Service organized the Cooperative Forest Fire Prevention Program with the help of the Wartime Advertising Council. The Wartime Advertising Council was composed of people experienced in the business of advertising who donated their talent to the U.S. Government to get important messages to the people.

Posters and slogans were created through the Wartime Advertising Council, including "Forest Fires Aid the Enemy," and "Our Carelessness, Their Secret Weapon." By using catchy phrases, colorful posters and other fire prevention messages, the CFFP Program encouraged people to prevent accidental fires and help with the War.

Walt Disney's motion picture, "Bambi" was produced in 1944 and Disney authorized the CFFP Program to use his creation on a poster. The Bambi poster was a success and proved that using an animal as a fire prevention symbol would work. Bambi could not be used in subsequent campaigns because it was on loan from Walt Disney studios for only one year. The Forest Service needed

to find an animal that would belong exclusively to the Cooperative Forest Fire Prevention Program. It was finally decided that the Nation's fire prevention symbol should be a bear.

On August 9, 1944, the new fire prevention symbol was agreed upon by the Forest Service and the Wartime Council. Artist Albert Staehle was asked to paint the first poster of Smokey Bear. It showed a bear pouring a bucket of water on a campfire. Smokey Bear soon became very popular and his image began appearing on fire prevention materials.

"Only YOU can Prevent Forest Fires" was first used as a slogan in 1947. Jackson Weaver, a noted radio personality of Washington, D.C. was the original "voice" of Smokey Bear.

One spring day in 1950 in the Capitan Mountains of New Mexico, an observer in one of the fire towers spotted smoke and called the location into the nearest Ranger Station. The first crew to arrive discovered a major fire being swept along by strong winds. Word spread rapidly and more crews were called to help. Forest Rangers, army soldiers, New Mexico State Game and Fish Department employees and civilian volunteers worked together to control the raging fire. During one of the lulls in the fire fighting, there was a report of a lonely cub seen wandering near the fireline.

The little cub had been caught in the path of the fire. He had taken refuge in a tree that was now nothing but a charred, smoking snag. His climb had saved his life but left him badly burned on the paws and hind legs. The firefighters removed the little bear cub from the burned tree and a rancher, who had been helping the firefighters, agreed to take the cub home. The cub needed veterinary aid and was flown to Santa Fe where the burns were treated and bandaged.

The news about the little bear spread swiftly throughout New Mexico. Soon the United Press and Associated Press picked up the story and broadcast it nationwide. Many people inquired about the little bear's progress. The State Game Warden wrote an official letter to the Chief of the Forest Service, offering to present the cub to the Agency with the understanding that the small bear would be dedicated to a publicity program for fire prevention and wildlife conservation. The go ahead was given to send the bear to Washington, D.C. Once there he found a home at the National Zoo, and became the living symbol of Smokey Bear. Smokey died in 1976 and was returned to Capitan, New Mexico where he is buried in the State Historical Park.

In November 1951, the first Smokey Bear costume was fabricated by Was of Philadelphia for the Virginia Division of Forestry. Its success prompted the USDA Exhibit Service to make additional costumes. Today Smokey Bear costumes are only made by licensed contractors.

By 1952, the Smokey Bear symbol was sufficiently established to attract commercial interest. Legislation was passed, PL 82-359 to take Smokey out of

public domain and place him under the control of the Secretary of Agriculture. An amendment to that Act, PL-93-318, passed in 1974 enabled commercial licensing and directed that fees and royalties be used to promote forest fire prevention. Hundreds of items have been licensed under this authority over the years.

Junior Forest Ranger was also started in 1952. This activity encouraged children through-out the Nation to write to Smokey Bear expressing their interest in fire prevention. In reply they would receive a Junior Forest Ranger Kit and other fire prevention materials. By 1965, the volume of mail for this activity was so high that Smokey Bear received his own Zip Code.

The CFFP Program rode through the 1970's and into the 1980's with lessened momentum. Smokey's early years had been easy because it was a simpler time when his familiar message was one of the few being pushed. However, intense competition, global markets and rapid technological changes emerged, and Smokey found it difficult to compete for a share of the public's attention.

In 1984, Smokey's 40th Birthday was celebrated, and the first day issued of his postage stamp took place in Capitan, New Mexico. In 1987, Smokey Sports was launched as a new component of the CFFP Program. "National Smokey Bear Day" was conducted with all major league baseball teams in the United States and Canada. Since 1987, project spinoffs have grown to encompass a wide variety of sports in most States.

The decade of the 90's opens the door for Smokey's revitalization and revival. The celebration of the 50th will help. It will maximize public exposure to the forest fire prevention program and Smokey's well-known message; and it will capitalize on Smokey's birthday by engaging in high visibility activities and events that will reinforce forest fire prevention education awareness.

Has all this effort to prevent forest fires had an effect? Well, in 1941, over 30 million acres of wildlands were burned by carelessness, and in 1990, less than 1.0 million acres were burned.

We still have a lot of work to do. Children need to hear and learn about Smokey Bear and his forest fire prevention message, and adults need to be continually reminded of the need to prevent forest fires.

"Remember, Only YOU Can Prevent Forest Fires!"

PROGRAM OBJECTIVE

The objective of the cooperative Forest Fire prevention (CFFP) Program is to create and maintain a public awareness about forest fire prevented.

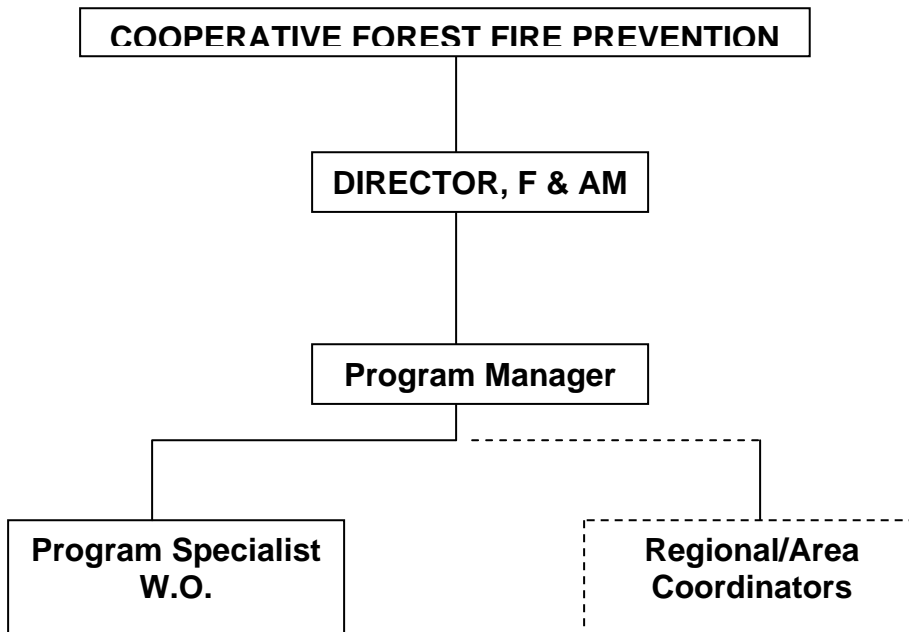
Policy

The National CFFP Program provides a framework which can be expanded upon by Regional, State and local efforts. The State and local programs will identify specific problem areas and planned solutions. Using Smokey Bear as the vehicle for forest fire prevention messages, using a variety of techniques, stimulates active support and cooperation with other public agencies, educators, businesses, industry, and people interested in working to prevent person-caused wildlands fires.

The official Forest Service program policy and guidelines can be found in FSM Chapter 3110, Cooperative Forest Fire Prevention (CFFP) and FSH 5109.18, Chapter 20, Cooperative Forest Fire Prevention Program (CFFP).

Similar information is contained in the wildfire Prevention Handbook, NWCG Hand-book #4, (NFES #1818), Chapter 45 entitled Cooperative Forest Fire Prevention (CFFP).

Program Organization



- CFFP Campaign
- Educational Activities
- Training
- Awards & Recognition

Responsibilities

Washington Office

The CFFP Program is administered by the Director of Fire and Aviation Management (F&AM) through the Program Manager. It is responsive to the wildland fire prevention needs of the National Forest System. State forestry organizations, other Federal agencies, fire service organizations and local and private groups.

Regions and Area

Each Regional Forester and the Area Director assigns the primary responsibility for the CFFP Program to one Staff unit. A member of that Staff should be assigned as Regional/Area CFFP Coordinator. The Regional/Coordinators facilitate resolutions of issues and concerns, implement programs of work, organize activities, and provide liaison between the Washington Office and local areas.

PROGRAM COMPONENTS

There are 6 major components to CFFP Program:

1. **Public Service Advertising** – Using media through educational and community involvement activities, corporate sponsorships, special prevention promotions, and with collateral materials.
2. **Educational Activities** – Including classroom programs and Junior Forest Ranger.
3. **Commercial Licensing**
4. **Image and Appearance** – Including standards and quality control for trademark protection, presentation, artwork, and costume work.
5. **Awards and Recognition**

PUBLIC SERVICE ADVERTISING

Public service advertising is an important component of the CFFP Program. It presents the wildfire prevention message to the public via the media and with campaign collateral materials. Public service advertising can also be accomplished through educational and community involvement activities, corporate sponsorships, and with sports promotions.

The Advertising Council, under the direction of the Forest Service and the National Association of State Foresters, creates and produces annual National media CFFP public service advertising. Materials are designed for distribution to audio, video, and print outlets. Since the inception of the CFFP Program, the advertising firm of Foote, Cone and Belding (FCB), Los Angeles, has contributed resources and talents to create Program materials. Joining FCB is Mose Cordero Chen, an advertising company dedicated to reaching specific minority audiences. These two agencies now provide broad capabilities for multi-cultural diversity in Program management and execution.

Media

Television and Radio

The Advertising Council packages national public service advertising into television and radio kits (PSAs). One or more PSAs may be distributed in each category. Television kits include photo-story boards and video tapes. Radio kits include a live script and recorded copy. Both include a letter describing the focus of the advertising campaign, some statistical information, a map displaying the appropriate time for use, and a memento for the user. These kits are distributed to all networks, cable network, syndicated and spot television stations and all married list (combination AM/FM) radio stations. Personal contact should be made with television and radio station program managers in local areas of influence to advise them of local fire issues and situations and to encourage them to use the public service advertising.

Newspaper and Magazines

The Advertising Council packages national PSAs for the print media. Newspaper and magazine kits are distributed to dailies and weeklies, specialty, consumer, and children's magazines across the country. These kits contain black and white or color slicks, in a variety of sizes, a letter describing the focus of the advertising campaigns, some statistical information and memento. Following distribution of the newspaper and magazine kits, visits should be scheduled with local editors to encourage the use of the materials and provide advice on the local fire issues and situations.

The Director of Fire and Aviation Management in the Washington Office notifies the Regions and Areas of the planned distribution dates. States in the south (13) receive distribution in January, the rest in the spring of the year.

During personal visits to local media offices you should take the opportunity to distribute appropriate CFFP campaign materials. Have additional media kits available for distribution as needed.

Other Media

The Advertising Council also produces and distributes PSAs for transit authorities, transportation shelters and outdoor advertisers. Transit authorities, transportation companies and outdoor advertisers should be approached to donate vacant space. These materials must be requested and are not automatically shipped.

Field Production of Public Service Advertising

Local Forest Service and State Forestry units are encouraged to produce PSAs for local media, and advertising for community and other information awareness purposes when it is determined that they are needed to supplement the national campaign, or to address specific local regional problems. Use local material in conjunction with PSAs produced by the Advertising Council for the national campaign.

Ensure that locally produced advertising deals exclusively with the fire prevention and that it will not detract from the national image of Smokey Bear. Standard wording on a credit line is "A public service in wildfire prevention brought to you by the USDA Forest Service, you state Forester (or specific state Forester), and supported by _____. Reproduction or resale is prohibited under 16 USC 580." Local spots shall not portray Smokey Bear as a spokesman for any issue other than wildfire prevention. Do not include other advertising symbols, such as Woodsy Owl, McGruff, or Sparkey without express approval of the Director, F& AM, Washington Office.

Annual Campaign

Each year CFFP Campaign catalogues are developed and distributed. This is done to provide a single source of material at a reasonable cost. Orders may be placed once a year and sent to the Washington Office. Quantities of catalogs are sent to Regional Foresters, the Area Director, Station Directors, United States Department of the Interior agencies, and the Canadian Forestry Association. They should be distributed to states and respective field units. Catalogs should be distributed to the states and respective field units. Catalogs should be

provided to other organizations (i.e. schools, fire departments, libraries, youth, civic, and community groups). Discretion should be used.

CFFP campaign materials should be used for all or part of planned fire prevention activities. Forest Service units may purchase from the Catalog with pre-suppression funds.

Materials are targeted to be delivered between the end of December and the end of January. Contractors will drop-ship campaign materials prepaid to the addresses given on orders. Orders will not be shipped to P.O. Boxes.

Materials

Campaign materials are created to reinforce the fire prevention message and to maintain public awareness of the need to prevent forest fires. The items contained in the annual campaign catalog are designed to provide maximum educational value. They are offered based on usability, functionality, and practicality.

Each campaign features a basic poster using Smokey Bear's image and a fire prevention message. Specialty posters featuring nature groups are also available. Posters should be conspicuously placed in schools, libraries, Federal and State offices, fire departments, and on community bulletin boards. They should also be displayed in places where youth activity groups meet. Extensive use of these fire prevention materials should be encouraged at the local levels. Replace posters when they become weathered or are no longer timely. Obtain permission from the owner before placing posters on private property, such as in store windows.

Bookmarks, decals, rulers, pens and pencils, erasers, and coloring sheets place the forest fire prevention message in front of elementary school children and others on a continuing basis. Place bookmarks in libraries, schools, bookmobiles, and bookstores. Other campaign materials should be distributed as appropriate to the age group involved.

Distribution

Materials should be purchased and distributed where they will be most effective. ***They must be made available without cost, cannot be resold.***

Field Production of Campaign Materials

Field units are strongly encouraged to design, produce, and distribute materials which meet a specific need and may not be available through the annual campaign catalog or commercial licenses.

In order to insure that the high standards which apply to the National campaign are met in any field production, and to insure uniformity of Smokey's image, it is important that Regional/Area coordinators be involved in the very earliest development stages. Only approved Smokey Bear art shall be used, and care must be taken that the field production does not conflict with or detract from the National effort.

There are areas that are especially subject to abuse. These are T-shirt and jacket arts for fire crews, employee associations, ranger Districts, and special events, such as fun runs, FAX cover sheets, book/folders, conference notices, and computer generated graphics. Only approved and dated art will be permitted. Smokey's image will not be demeaned or tarnished. If, for any reason, these products are offered for sale they are subject to regulations governing licensing.

National Association of State Foresters Catalog

The National Association of State Foresters (NASF) sends its catalog to all State Foresters. Federal procurement and printing regulations prohibit Federal agencies' ordering from this catalog. The Forest Service has received special dispensation to allow the ordering of pocket planners.

EDUCATIONAL ACTIVITIES AND MATERIALS

The educational component of the CFFP Program is designed to create and maintain an awareness of the need to prevent wildfires by providing a method of reminding children of their fire prevention responsibilities.

Many of the CFFP campaign items can enhance teaching opportunities. Take advantage of opportunities to work teachers and supply them with CFFP materials that will support their teaching efforts.

Material that is old, outdated and/or discontinued, along with items which no longer support CFFP emphasis, should not be distributed. These materials may convey misinformation or conflict with current Program strategy.

Junior Forest Ranger Program

The Junior Forest Ranger (JFR) Kit is available through Smokey Bear Headquarters, Washington, D.C. 20252. This mailing address goes to a contract fulfillment center and not to the Washington office. The contract provides

individuals with physical and emotional disabilities work and learn opportunities distributing the JFR Kits.

The kit reinforces fire prevention ethic in children, and they should be encouraged to write to Smokey and request one. Kits are not distributed in bulk they are only mailed in response to individual requests. State Foresters are encouraged to requests from their own States. This provides opportunity for personalization to the local area. Fifteen States (Alaska, Arkansas, Colorado, Iowa, Kansas, Kentucky, Maine, Maryland, Nevada, New Hampshire, Pennsylvania, Rhode Island, South Dakota, Utah, and Wisconsin) and the Canadian Forestry Association currently handle their own fulfillment.

Nelson/Weather-Rite Company currently supports Junior Forest Ranger. This sponsorship has raised interest by 35 percent. Plans are underway to expand this program component to make it more interactive, substantive and beneficial. JFR will ultimately play a more important role in supporting educational CFFP activities.

COMMERCIAL LICENSING

Objectives

The Smokey Bear Act, P.L. 82-359, as amended by P.L. 92-318 and regulations of the Secretary of Agriculture (36 CFR 271) provide for the commercial use of the character and name of Smokey Bear. The objectives of commercial licensing are:

1. To assist in communicating Smokey Bear's wildfires prevention message.
2. To maintain the integrity of the Smokey Bear image as the National symbol of wildfire prevention.
3. To insure that all products maintain standards of high quality and good taste, and
4. To generate funds to further nationwide wildfire prevention activities.

Policy

The Director, Fire and Aviation Management, USDA Forest Service, after consultation with the National Association of State Foresters and the Advertising Council, is responsible for approving commercial licensing activities. **This responsibility may not be delegated.** Day-to-day administration has been contracted to a Licensing Agency. The Agency provides aggressive, professional services which meet the Program's commercial licensing objectives.

The use of Smokey Bear as a proprietary brand name is prohibited. By words or illustrations, Smokey Bear will not endorse a commercial product or service. The Smokey bear symbol will always be used in conjunction with an approved fire prevention message. All licenses shall display the official logo on products, packaging or advertising. Unauthorized commercial uses are punishable by law.

Application/Approval Procedure

Step 1. Submit a License Proposal. This is an expression of interest in writing. Applicants may submit their proposal in the form of a letter. The proposal must contain the following information:

Description of the Product or Concept. If the item to be licensed is a product, submit either a prototype of the product or scale drawings with a complete description of the materials to be used. Discuss in detail the benefit(s) of the proposed product or concept to the Cooperative Forest Fire Prevention (CFFP) Program, and why this is an effective means of communicating the fire prevention message.

Manufacturing Plans. Identify the manufacturer, if known, and the number of units you intend to produce in your first run.

Marketing Strategy. Indicate whether you intend to market the item(s) locally, regionally, or nationally. Describe your target market and list potential outlets. Also describe how you intend to advertise and promote the product.

Estimated Gross revenue and Sales Forecast. Provide an estimate of the price at which you intend to sell your product and the number of units you expect to sell for each year you wish a license (one to three years).

Financing. Describe how you intend to finance production and marketing activities until the product begins to generate revenues.

Time Table. Indicate expected dates for the development of the product, production, and sales. It is especially important to indicate the date by which you will have your product ready for distribution and sales.

Step 2. The license proposal will be reviewed by the Licensing Agency, who may contact you for additional information or to raise some questions. During the review process, the proposal will be maintained in strict confidence.

Step 3. If the proposal is approved, you will be sent three copies of the license for your signature. The signed license must be returned accompanied by the license fee, surety bond or equivalent, if required, any initial guaranteed payment due, and a prototype or concept drawing of the item.

Step 4. Following approval of the prototype or concept drawings, the Forest Service will confirm the license by signature and send a signed copy back to the new licensee.

Step 5. Production of the licensed item(s) may not commence until the approved license is received.

Costs and Payments

The Smokey Bear Act permits fees or royalties to be collected from licensees. The funds generated through the licensing program are used for the National forest fire prevention program.

An annual fee of \$125.00 will be charged for issuance of the license. This fee is non-refundable and is not creditable against assessed charges. Royalty payments are 6 percent of gross sales, or a per item fee, depending on the nature of the license. Royalty statements and payments shall be submitted within thirty (30) days following the end of each calendar quarter that the license is in effect, whether or not sales have been made. Licensees shall maintain accounting records in conformance with generally accepted accounting principles to ensure that all sales and advertising and promotion expenditures are really identified. Quantity records of production inventory and sales of the items must also be maintained. Audits will be performed during the tenure of the license by the USDA Forest Service. The Department of Agriculture or the General Accounting Office shall, until expiration of three years after final payment under the license, have access to and the right to examine and audit all books and papers, and financial records related to the license.

Official Logo

Upon becoming an official Smokey Bear Licensee, you have the right to use the official Smokey Licensee Logo. No one other than official licensees may use this logo. The logo should appear on all licensed products. No product bearing Smokey's image may be produced without a license or should be sold without this logo. The logo should also be used in all advertising and promotional materials for officially licensed Smokey Bear items.

Advertising and Art

All art and advertising using the image of Smokey Bear must be approved by the Forest Service prior to its use.

The PMS color system of acceptable colors for use on Smokey Bear is:

Hat:	PMS 467 (Beige)
Hatband:	PMS 472 (Light Brown)
Eyes:	PMS 469 (Dark Brown)
Muzzle:	PMS 468 (Light Beige)
Face:	PMS 470 (Medium Brown)
Body:	PMS 470 (Medium Brown)
Pants:	PMS 299 (Blue)
Belt:	PMS 469 (Dark Brown)
Buckle:	PMS 131 (Gold)
“SMOKEY”:	PMS 472 (Light Brown)

Smokey may not be depicted as endorsing a product, but may appear with the product. Smokey’s message should always address forest fire prevention.

For example:

- Remember, Only YOU Can Prevent Forest Fires!
- Prevent Wildfires!
- Prevent Forest Fires!
- Break Your Matches!
- Drown Your Campfires!
- Help Smokey Prevent Forest Fires!
- Smokey’s Friends Don’t Play With Matches!
- 9-out-of-10 Forest Fires are caused by People!
- Careless Campers Cause Fires!

Violations

Items produced for commercial sale that contain or use Smokey Bear image, name, or message without benefit of a license violate Public Law 82-359, as amended by P.L. 92-318. Report suspected violations directly to the Director, F&AM, Washington Office, who shall take action necessary up to and including civil and criminal court to stop the violator.

IMAGE AND APPEARANCE

The key to Smokey's worldwide recognition is credited to the positive image that has been promoted since the inception of the Program. Uniform standards have been identified for all aspects of Smokey's image, from drawings to the manufacture of the costume to public appearances.

Artwork

Only Smokey Bear artwork, approved by the Director, F & AM, Washington Office, may be used. Reproductions of existing art may not be approved.

WHEN IN DOUBT CHECK IT OUT! Glossy black-and-white and color prints of the official photograph may also be obtained from the Director. The Pantone Matching System (PMS) of acceptable colors for use on Smokey Bear is: Hat: PMS 467 (Beige), Hatband: PMS 472 (Light Brown), Eyes: PMS 469 (Dark Brown), Muzzle: PMS 468 (Light Beige), Face: PMS 470 (Medium Brown), Body: PMS 470 (Medium Brown), Pants: PMS 299 (Blue), Belt: PMS 469 (Dark Brown), Buckle: PMS 131 (Gold), and wording "SMOKEY" on hat: PMS 472 (Light Brown).

Costume

Official Smokey bear costumes must be ordered from either Shafton, Inc. 6932 Tujunga Ave., North Hollywood, California 91605, or Facemakers, Inc., 140 Fifth Street, Savana, Illinois 61074. The price of the costumes should be obtained from the CFFP Program Manager, or Regional /Area CFFP Coordinator. Effective uses of the Smokey Bear Costumes are for parades and for appearances at schools, fairs, youth-group meetings, conservation activities, television appearances, sporting events, trade and trademark shows, and similar functions where a fire prevention message can be conveyed.

Examples of inappropriate uses are: Christmas parties, summer picnics, Job Fairs, the Combined Federal campaign, or any situation that might compromise Smokey's integrity or give the appearance of impropriety.

Acquisition and Use

Only USDA Forest Service and State Forestry agencies may purchase costumes without prior approval. On a case-by-case basis the Director, F & AM, through the Regional/Area Coordinators, approves costume ownership by other Federal and international agencies. Local fire departments and other fire protection organizations may be granted permission to purchase a costume after State Forester approval. Both approvals require certification that the costume will be used only for wildfire prevention purposes. Authorization shall be in the form of a Cooperative Agreement and shall cover a period of not more than five years.

Individuals who wear and use the costume must agree to:

1. Use the costume only to further public information, education, and awareness of the prevention of wildfires.
2. NOT TO SPEAK during appearances. Conversations or explanations should be carried out by the accompanying official (escort).
3. Never appear in less than full costume.
4. Remain anonymous at every appearance and in any publicity connected with an appearance. This includes being photographed without the head.
5. Use only costumes that are clean, complete, and in good condition.
6. Keep costume out-of-sight before and after use.
7. Appear dignified and friendly. Avoid clowning or horseplay.
8. Always be accompanied by an appropriately uniformed escort in public appearances, except where not practical, such as on a parade float where space is limited.
9. Refrain from using alcohol or drugs prior to and during the Smokey Bear appearance. This condition applies to officials as well.

Appearances

1. The person wearing the costume must exhibit appropriate animation to be effective. Express sincerity and interest in the appearance by moving paws, head, and legs.

2. There shall be at least one uniformed escort to accompany the Bear. The escort shall guide the bear at the elbow.
3. After donning the costume, the escort shall inspect the suit. Check for the following:

<input type="checkbox"/>	Is the drawstring tucked in?
<input type="checkbox"/>	Is the zipper out of sight?
<input type="checkbox"/>	Are the buttons fastened?
<input type="checkbox"/>	Is the belt firmly fastened to the pants?
<input type="checkbox"/>	Are the pant cuffs neat?
<input type="checkbox"/>	Is the hat crown up?
<input type="checkbox"/>	Is the head straight on the shoulders?
<input type="checkbox"/>	Is the fur brushed generously?

4. A private dressing room is necessary for putting on and taking off the costume.
5. The costumed bear should not force itself on anyone. Do not walk rapidly toward small children.
6. A round-point shovel is part of the Smokey bear image. It shall be used for appearances, when appropriate.
7. The costume becomes hot to the wearer after a very short period. Success has been noted with the use of compartmentalized vests and "Blue Ice", and the addition of a battery-operated fan in the hat. Several cooling options are available from the costume manufacturers. Limit appearances to 15-20 minute segments to minimize personal discomfort.
8. After each appearance, check the costume for needed repairs or cleaning. Note this on the outside of the storage box for immediate follow-up by the owner/manager of the costume.

Care and Maintenance

The owner/manager of the costume shall assure that:

1. The Smokey costume is not used unless it is clean, complete, and in good repair. Ideally, the costume should be dry cleaned. Laundering is permitted according to manufacturer's specifications. If the suit is not cleaned after several hours of use it will begin to smell and cause deterioration that will shorten the life expectancy.
2. The costume is inspected after each use and any required maintenance is performed.
3. The costume is not placed into the costume box wet. Thoroughly air-dry the suit first.
4. The manufacturer's recommendations for proper placement of the components into the storage box are followed.
5. Costumes can be returned to their respective manufacturers for maintenance, refurbishment, and repair. Contact the manufacturer for price quotations.

Security and Disposal

Protect the Smokey bear costume from theft or vandalism to eliminate unauthorized use which may result in bad publicity and immeasurable harm to the integrity of Smokey as a symbol of forest fire prevention.

1. Keep the Smokey Bear costume under lock-and-key when it is not in use
2. Use a sign-in/sign-out system to control costume use.
3. Mark the costume box to say: "Warning: Unauthorized use or possession of this costume is not permitted."
4. Immediately report thefts of Smokey Bear costumes to the appropriate law enforcement authorities and request prompt action to assure recovery
5. When it is determined by the owner/manager that the costume is no longer fit to wear and must be disposed of, the suit shall be rendered unrecognizable as a Smokey Bear costume by cutting, tearing, and or burning all components.

Trademark Protection

The respected and recognized name of Smokey Bear and his well known message, as well as the property rights in the trademark and the service mark are valued. There is an important need to distinguish Smokey Bear, his message, information, and education materials, advertising and commercially licensed products from those of other symbols; and to prevent their improper use. The benefit to this position is that integrity is maintained, and is reflected back to the sponsoring organizations.